

Road to SheTrades Global

Virtual exhibition SheTrades Global - All Sector
TUESDAY 30 NOV | 09:00 - 13:45 HR CET

This bootcamp focuses on equipping participants with relevant digital skills that will help their company booths stand out and thus increase visibility. Participants that are not exhibiting at SheTrades Global are encouraged to attend to benefit from tips that would prepare them for virtual fairs/exhibitions etc.

| Time (CET) | Draft Agenda | Description |
|---------------|--|---|
| 09:00 - 10:30 | 10X Platform Introduction | Overview of Event 10x platform / Virtual booths <i>Speaker: Aya Ebied</i> |
| 10:30 - 11:30 | Building Digital Product Catalogs, Look Books, Line Sheets and Marketing Items | How to utilize key digital tools that build your wholesale marketing items <i>Speaker: Tara Mulhare</i> |
| 11:40 - 12:40 | Introduction to Online Thinking | Social media tips to build an engaging online presence for wholesale buyers <i>Speaker: Agatha A. Appleton-Sas</i> |
| 12:45 - 13:45 | Shooting Images and Videos for an Online Booth | Tips and tools to best shoot product images and videos for your company's profile <i>Speaker: Aidan O' Neil</i> |